

**PATENT**

**Docket No. RSW920030014US1**  
(356928.00017)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS:	<b>David A. Selby</b>	Confirmation No. <b>2671</b>
APPLICATION NO.	<b>10/674,188</b>	
FILED:	<b>September 29, 2003</b>	Examiner: <b>D. Lastra</b>
CASE NO.	<b>RSW920030014US1</b>	Group Art Unit: <b>3688</b>
TITLE:	<b>INCENTIVE-BASED WEBSITE ARCHITECTURE</b>	

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**FILED ELECTRONICALLY ON January 7, 2010**

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MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY AND AMENDMENT UNDER 37 C.F.R. §1.111**  
**TO OFFICE ACTION MAILED OCTOBER 7, 2009**

Sir:

This is in response to the Office Action, mailed October 7, 2009, having a period for response set to expire on January 7, 2010. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 5 of this paper.